

Description:

Idaho Public Television strives to meet the needs and reflect the interests of its varied audiences by inspiring, enriching, and educating the people we serve, enabling them to make a better world.

****NO RESULTS AVAILABLE DUE TO THE IMPLEMENTATION OF NEW MEASURES****

Major Functions and Targeted Performance Standard(s) for Each Function:

1. Provide high quality television and web programming.

A. Number of national awards received by IdahoPTV productions.

Actual Results			
1999	2000	2001	2002
	34	32	40
Projected Results			
2003	2004	2005	2006
35	35	35	35

B. Number of national awards received by programs procured by IdahoPTV for broadcast in Idaho.

Actual Results			
1999	2000	2001	2002
	28	38	42
Projected Results			
2003	2004	2005	2006
42	42	42	42

2. Foster and nurture collaborative partnerships.

A. Measured by number of public in-state and out-of-state, private in-state and out-of-state partnerships displayed in matrix form. Public Instate/Out of State

Actual Results			
1999	2000	2001	2002
	159/14	162/34	225/59
Projected Results			
2003	2004	2005	2006
125/14	125/14	125/14	125/14

B. Measured by number of public in-state and out-of-state, private in-state and out-of-state partnerships displayed in matrix form. Private Instate/Out of State

Actual Results			
1999	2000	2001	2002
	19/11	45/29	98/65
Projected Results			
2003	2004	2005	2006
19/11	19/11	19/11	19/11

3. Provide access to IdahoPTV television content that accommodates the needs of the hearing and sight impaired.

A. Percent of broadcast hours of closed captioned programming to aid visual learners and hearing impaired.

Actual Results			
1999	2000	2001	2002
	84%	90%	94%
Projected Results			
2003	2004	2005	2006
96%	96%	96%	96%

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B. Descriptive video service provided via the second audio program to aid those with impaired vision.

Actual Results			
1999	2000	2001	2002
	0	1,028	1,382
Projected Results			
2003	2004	2005	2006
1,400	1,400	1,400	1,400

4. Broadcast programs, and provide related resources, that specifically serve the needs of underserved audiences, which include children, ethnic minorities, and learners and teachers.

A. Children - Channel hours of programming designed specifically for children.

Actual Results			
1999	2000	2001	2002
	3,016	3,225	5,540
Projected Results			
2003	2004	2005	2006
6,260	8,760	8,760	8,760

B. Ethnic minorities - Channel hours of programming that addresses diversity, citizenship issues, English as a second language, or includes a Spanish-language audio channel.

Actual Results			
1999	2000	2001	2002
	563	435	2,725
Projected Results			
2003	2004	2005	2006
435	435	435	435

C. Learners and Teachers - Channel hours of programs appropriate for use in k-20 classroom, telecourses, teacher professional development resources, adult basic education resources, and technological literacy.

Actual Results			
1999	2000	2001	2002
	994	2,192	12,766
Projected Results			
2003	2004	2005	2006
2,405	2,405	2,405	2,405

5. Provide additional access to citizens anywhere in the state to IdahoPTV and PBS resources which support citizen participation and educational goals via the WWW.

A. Number of visitors to our web site.

Actual Results			
1999	2000	2001	2002
	54,821	48,642	215,177
Projected Results			
2003	2004	2005	2006
220,000	225,000	230,000	235,000

6. Progress towards DTV implementation, as a "statewide infrastructure in cooperation with public and private entities capable of converging voice, video and data technologies.

A. DTV channel hours of transmission.

Actual Results			
1999	2000	2001	2002
	0	0	18,760
Projected Results			
2003	2004	2005	2006
24,570	24,570	35,490	35,490

B. Number of transmitters broadcasting a DTV signal (5 required by 5/2003).

Actual Results			
1999	2000	2001	2002
	0	0	1
Projected Results			
2003	2004	2005	2006
5	5	5	5

C. Percentage of Idaho population within our DTV signal coverage area.

Actual Results			
1999	2000	2001	2002
	0%	0%	23%
Projected Results			
2003	2004	2005	2006
49%	49%	49%	49%

7. Contribute to a well-informed citizenry.

A. Number of channel-hours of public affairs programming.

Actual Results			
1999	2000	2001	2002
	1,380	1,426	1,586
Projected Results			
2003	2004	2005	2006
2,000	2,000	5,000	5,000

8. Provide relevant Idaho-specific information.

A. Number of channel-hours of Idaho-specific programming.

Actual Results			
1999	2000	2001	2002
	215	219	298
Projected Results			
2003	2004	2005	2006
500	500	500	500

B. Number of IdahoPTV Idaho-specific productions produced during the year.

Actual Results			
1999	2000	2001	2002
	52	79	85
Projected Results			
2003	2004	2005	2006
80	125	125	125

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9. Be a relevant educational and informational resource to all citizens.

A. Nielsen Station Audience reports on: Children, less than 12 years old, viewing IdahoPTV.

Actual Results			
1999	2000	2001	2002
	85,150/wk	99,300/wk	105,700/wk
Projected Results			
2003	2004	2005	2006
105,700/wk	105,700/wk	105,700/wk	105,700/wk

B. Nielsen Station Audience reports on: Adults, of 50+ years, viewing IdahoPTV.

Actual Results			
1999	2000	2001	2002
	128,570/wk	139,360/wk	126,500/wk
Projected Results			
2003	2004	2005	2006
130,000/wk	130,000/wk	130,000/wk	130,000/wk

C. Nielsen Station Audience reports on: Total audience viewing IdahoPTV.

Actual Results			
1999	2000	2001	2002
	309,000/wk	329,000/wk	323,000/wk
Projected Results			
2003	2004	2005	2006
340,000/wk	340,000/wk	340,000/wk	340,000/wk

10. Seek increased levels of state, local, and private sector support.

A. Absolute dollar value of the IdahoPTV operating budget NOT covered by direct Idaho JFAC-approved state contribution.

Actual Results			
1999	2000	2001	2002
	4,297,164	4,149,344	5,799,213
Projected Results			
2003	2004	2005	2006
5,936,455	5,133,285	5,389,949	5,659,447

Program Results and Effect:

Idaho Public Television provides quality educational and cultural television and related resources by providing learning opportunities and fostering participation and collaboration in educational and civic activities. By establishing and maintaining statewide industry-standard delivery systems to provide television and other media to Idaho homes and schools. By creating Idaho based programs and resources and by attracting, developing, and retaining talented and motivated employees who are committed to accomplishing the shared vision of Idaho Public Television.

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